CHAPTER III

RESEARCH METHOD

In this part the researcher discusses about the method of research. In this research the researcher used conversational analysis. This part consists of research design, subject of the research, research instrument, data and data source, data collection and data analysis

3.1 RESEARCH DESIGN

In this research, the researcher used conversation analysis. According (Hutchby & Woffitt, 2008) states conversation analysis is the analysis of the sequential organization of interaction. In pragmatic, the term, conversational analysis is used to mean the investigation into and analysis of natural conversation so as to reveal what the linguistic features of conversation is and how conversation is used in ordinary life.

Therefore, using conversation analysis the researcher analyzes conversational style which is they are high involvement style and high consideration style. To found the differences conversational style by male and female the researcher compare and categorize turntaking included pauses, overlap and backhannel and conversational analysis. The data come from conversation between Najwa Syihab in *Mata Najwa* with her guest and Andy Flores Noya in *Kick Andy* with his guest. The researcher uses qualitative descriptive.

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3.2 SUBJECT OF THE RESEARCH

This subject of the research is from video talk show in youtube Najwa Syihab in *Mata Najwa* and Andy Flores Noya in *Kick Andy* with same guest Basuki Thahaya Purnama.

3.3 RESEARCH INSTRUMENT

In this research the researcher was the main instrument. It means that the researcher that collected classified and analyzed the data by applying the theory that had been discussed in previous chapter. The researcher searched the data on videos that downloaded from YouTube and transcribe of the conversation Najwa Syihab in *Mata Najwa* and Andy Flores Noya in *Kick Andy*. Therefor, the researcher focused to two presenters Najwa Syihab and Andy Flores Noya.

3.4 DATA AND DATA SOURCE

The researcher took the data from two videos talk show they are Najwa Syihab in *Mata Najwa* in episode March 16, 2016 with theme Pertaruhan Ahok and Andy Flores Noya in *Kick Andy* in episode February 19, 2016. It was in video form, these obtained from one episode with same guest, and same topics. The subjects of the research were two presenters. The researcher choose the utterances that produced by two presenter only in episode with Basuki Thaya purnama atau Ahok.

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3.5 DATA COLLECTION

In data collection, the researcher chooses Najwa Syihab in *Mata Najwa* and Andy Flores Noya in *Kick Andy* as a source of data. The researcher used procedures to collect the data:

1. Searching the data on you tube

The researcher searches the data on youtube. It was purposed to get more source of talk show that match to be analyzed. The researcher watches and compares two videos of Najwa Syhab in *Mata Najwa* and Andy Flores Noya in *Kick Andy*

2. Downloading the data

In this part the writer downloaded the video aimed to avoid black out the videos on you tube. So by downloading the researcher could be easily to watches and listens videos anytime.

3. Watching the talk show

The researcher watches two videos of Najwa Syihab in *Mata Najwa* and Andy Flores Noya in "Kick Andy."

4. Transcribing

After watching two videos the researcher transcribed the conversation into a text form. The researcher checked the transcribed and marked it. The researcher coded the utterances during transcribing process by giving:

(..) : Micro-pause <0.5 seconds

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(…) : Brief pause >0.5 s < 1.0 seconds

(....) : Pause >1.0 s < 1,5 seconds

(>1,5) : Long pause in seconds >1,5 seconds

= : Point at which the current utterance is overlapped by that transcribes below.

____ : Under line for backchannel.

5. Then analyze and categorize in to conversation style they are turn taking included pauses, overlap and back channel and then conversational style.
6. Find the differences of turn taking included pauses, overlap, backchannel and conversation style between Najwa Syihab in *Mata Najwa* and Andy Flores Noya in "Kick Andy.
7. Interpret the purpose of Najwa Syihab in *Mata Najwa* and Andy Flores Noya in "Kick Andy uses that style.

3.6 DATA ANALYSIS

In analyzing the data, the writer took some procedures. They were identifying the data, classifying the data and determining the data into purpose of conversational style.

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a. Identifying the conversation into some identities

In identifying the conversation, the researcher applied some identities. Those were identifying pauses, backchannel and overlap. Identifying pauses, backchannel and overlap uttered by two presenters.

b. Classifying of pauses, overlap, backchannel and conversational style in Najwa Syihab in *Mata Najwa* and Andy Flores Noya in *Kick Andy*.

In this part, the researcher, classified the data into pauses, backchannel and overlap, classified conversational style and also classified the frequency of pauses, backchannel and overlap. See table below.

Table 1.1 classifiying pauses in Najwa Syihab in *Mata Najwa*

Pause	Segment						Total
	1	2	3	4	5	6	
(<0,5)							
(>0,5<1,0)							
(>1,0<1,5)							
>1,5							
Total							

Table 1.4 classifiying pauses in Najwa Syihab in *Mata Najwa*

Pause	Segment						Total
	1	2	3	4	5	6	
(<0,5)							
(>0,5<1,0)							
(>1,0<1,5)							
>1,5							
Total (>0,5<1,0)							

> is less then 0,5 = 0,5 seconds < is more than 1,0 = 1seconds

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Table 1.2 classification of overlap in Najwa Syihab in *Mata Najwa* and Andy Noya in *Kick Andy*

Participant	Overlap	
	Amount	**Percentage**
Najwa Syihab		
Andy F. Noya		
Total		

Table 1.3 classification of backchannel in Najwa Syihab in *Mata Najwa* and Andy Noya in *Kick Andy*

Participant	Backchannel	
	Amount	**Percentage**
Najwa Syihab		
Andy F. Noya		
Total		

The formulation: $\frac{\text{Frequency x 100}}{\text{Total feequency}}$ = Precentages

c. After know the frequency of the data the researcher can conclude what conversational style that the two presenters used.

d. Determining of the purpose of the conversational style

After the researcher classifies the data into turn taking, that included pause, overlap, backchannel and conversational style. The researcher determined the purpose of conversational style that they used by researcher's arguments.

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